

ORDER



Orders	Order / Rev:	165710
	Alt Order #:	06848536
	Product Desc:	NRCC IE 2012
	Estimate:	2968
	Flight Dates:	10/05/12 - 10/11/12
	Original Date / Rev:	10/04/12 / 10/04/12
	Order Type:	GENERAL

KSTP-TV, LLC and KSAX-TV

Primary AE:	Anjie Brady
Sales Office:	P-PHL
Sales Region:	National

Agency	Name:	National Media Research Planning & F
	Buying Contact:	
	Billing Contact:	
		815 Slaters Ln
		Alexandria, VA 22314-1219

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	NRCC (Rep) National Republican Con
	Demographic:	A35+
	Product Codes:	PL2
	Priority:	2
	Revenue Codes:	AGY, POL, ISS

New Business Thru:	10/14/11
Order Separation:	00:00:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/11/12	39	\$44,550.00	\$37,867.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	39	\$44,550.00	\$37,867.50	96.10
Totals	39	\$44,550.00	\$37,867.50	96.10

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjie Brady			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSTP-TV, LLC and KSAX-TV	24%	\$44,550.00
Market	100%	\$185,625.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KARE	19%	\$35,268.75
KMSP	10%	\$18,562.50
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	45%	\$83,531.25
WFTC	2%	\$3,712.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	M	10/05/12	10/05/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	----F--	:30	1	\$800.00	1	2.40	NM	1	\$800.00
5 EW NWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	----F--			1		\$800.00		2.40				
N 2	M	10/08/12	10/08/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	M-----	:30	1	\$800.00	1	2.40	NM	1	\$800.00
5 EW NWS 6A															

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KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	M	10/08/12	10/08/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	M-----	:30	1	\$800.00	1	2.40	NM	1	\$800.00
5 EW NWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$800.00		2.40			
N 3	M	10/09/12	10/09/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	-T-----	:30	1	\$800.00	1	2.40	NM	1	\$800.00
5 EW NWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----					1	\$800.00		2.40			
N 4	M	10/10/12	10/10/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	--W----	:30	1	\$800.00	1	2.40	NM	1	\$800.00
5 EW NWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----					1	\$800.00		2.40			
N 5	M	10/11/12	10/11/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	---T---	:30	1	\$800.00	1	2.40	NM	1	\$800.00
5 EW NWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---					1	\$800.00		2.40			
N 6	M	10/05/12	10/05/12	M-F GMA M-F GMA	CM	7-9a	----F--	:30	1	\$800.00	1	1.70	NM	1	\$800.00
GD MRN AMR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$800.00		1.70			
N 7	M	10/08/12	10/08/12	M-F GMA M-F GMA	CM	7-9a	M-----	:30	1	\$800.00	1	1.70	NM	1	\$800.00
GD MRN AMR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$800.00		1.70			
N 8	M	10/09/12	10/09/12	M-F GMA M-F GMA	CM	7-9a	-T-----	:30	1	\$800.00	1	1.70	NM	1	\$800.00
GD MRN AMR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----					1	\$800.00		1.70			
N 9	M	10/10/12	10/10/12	M-F GMA M-F GMA	CM	7-9a	--W----	:30	1	\$800.00	1	1.70	NM	1	\$800.00
GD MRN AMR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----					1	\$800.00		1.70			
N 10	M	10/11/12	10/11/12	M-F GMA M-F GMA	CM	7-9a	---T---	:30	1	\$800.00	1	1.70	NM	1	\$800.00
GD MRN AMR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---					1	\$800.00		1.70			
N 11	M	10/07/12	10/07/12	SU GMA Su GMA	CM	7-8a	-----S	:30	1	\$1,500.00	1	3.80	NM	1	\$1,500.00
GD MRN-SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$1,500.00		3.80			
N 12	M	10/07/12	10/07/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----S	:30	1	\$1,000.00	1	3.70	NM	1	\$1,000.00
5 EW NW-SU 8AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$1,000.00		3.70			
N 13	M	10/08/12	10/08/12	M-F Midday News M-F Midday News	CM	11a-12p	M-----	:30	1	\$600.00	1	1.40	NM	1	\$600.00
5 EW NWS 11AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$600.00		1.40			
N 14	M	10/10/12	10/10/12		CM	11a-12p	--W----	:30	1	\$600.00	1	1.40	NM	1	\$600.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Midday News										
				M-F Midday News										
				5 EW NWS 11AM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----				1	\$600.00		1.40			
N15	M	10/08/12	10/08/12	M-F 5-530p	CM	5-530p M-----	:30	1	\$800.00	2	2.20	NM	1	\$800.00
				M-F 5-530p										
				5 EW NW 5P MF										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$800.00		2.20			
N16	M	10/05/12	10/05/12	M-F 6-630p	CM	6-630p ----F--	:30	1	\$1,200.00	2	2.50	NM	1	\$1,200.00
				M-F 6-630p										
				5 EW NW 6P MF										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--				1	\$1,200.00		2.50			
N17	M	10/08/12	10/08/12	M-F 6-630p	CM	6-630p M-----	:30	1	\$1,200.00	2	2.50	NM	1	\$1,200.00
				M-F 6-630p										
				5 EW NW 6P MF										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$1,200.00		2.50			
N18	M	10/09/12	10/09/12	M-F 6-630p	CM	6-630p -T-----	:30	1	\$1,200.00	2	2.50	NM	1	\$1,200.00
				M-F 6-630p										
				5 EW NW 6P MF										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----				1	\$1,200.00		2.50			
N19	M	10/10/12	10/10/12	M-F 6-630p	CM	6-630p --W----	:30	1	\$1,200.00	2	2.50	NM	1	\$1,200.00
				M-F 6-630p										
				5 EW NW 6P MF										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----				1	\$1,200.00		2.50			
N20	M	10/11/12	10/11/12	M-F 6-630p	CM	6-630p ---T---	:30	1	\$1,200.00	2	2.50	NM	1	\$1,200.00
				M-F 6-630p										
				5 EW NW 6P MF										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---				1	\$1,200.00		2.50			
N21	M	10/07/12	10/07/12	Su 530-6p	CM	530-6p -----S	:30	1	\$1,200.00	1	3.70	NM	1	\$1,200.00
				Su 530-6p News										
				5 EW NWS E-SUN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S				1	\$1,200.00		3.70			
N22	M	10/05/12	10/05/12	M-F 630-7p	CM	630-7p ----F--	:30	1	\$1,200.00	2	2.40	NM	1	\$1,200.00
				M-F 630-7p										
				5 EW NW630P MF										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--				1	\$1,200.00		2.40			
N23	M	10/08/12	10/08/12	M-F 630-7p	CM	630-7p M-----	:30	1	\$1,200.00	2	2.40	NM	1	\$1,200.00
				M-F 630-7p										
				5 EW NW630P MF										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$1,200.00		2.40			
N24	M	10/09/12	10/09/12	M-F 630-7p	CM	630-7p -T-----	:30	1	\$1,200.00	2	2.40	NM	1	\$1,200.00
				M-F 630-7p										
				5 EW NW630P MF										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----				1	\$1,200.00		2.40			
N25	M	10/10/12	10/10/12	M-F 630-7p	CM	630-7p --W----	:30	1	\$1,200.00	2	2.40	NM	1	\$1,200.00
				M-F 630-7p										
				5 EW NW630P MF										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----				1	\$1,200.00		2.40			
N26	M	10/11/12	10/11/12		CM	630-7p ---T---	:30	1	\$1,200.00	2	2.40	NM	1	\$1,200.00

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				M-F 630-7p M-F 630-7p										
				5 EW NW630P MF										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---				1	\$1,200.00		2.40			
N28	M	10/06/12	10/06/12	7-1030p College FB ABC College Football	SPRT	7-1030p-----S-	:30	1	\$3,500.00	1	3.00	NM	1	\$3,500.00
				SAT NT FTB										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$3,500.00		3.00			
N29	M	10/07/12	10/07/12	Sunday Prime A America's Funniest Home Videc	CM	6-7p-----S	:30	1	\$5,000.00	3	6.40	NM	1	\$5,000.00
				AMR-VIDEOS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S				1	\$5,000.00		6.40			
N30	M	10/05/12	10/05/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035p----F--	:30	1	\$1,400.00	2	3.60	NM	1	\$1,400.00
				5 EW NWS 10PM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--				1	\$1,400.00		3.60			
N31	M	10/08/12	10/08/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035pM-----	:30	1	\$1,400.00	2	3.60	NM	1	\$1,400.00
				5 EW NWS 10PM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$1,400.00		3.60			
N32	M	10/09/12	10/09/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035p-T-----	:30	1	\$1,400.00	2	3.60	NM	1	\$1,400.00
				5 EW NWS 10PM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----				1	\$1,400.00		3.60			
N33	M	10/10/12	10/10/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035p--W----	:30	1	\$1,400.00	2	3.60	NM	1	\$1,400.00
				5 EW NWS 10PM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----				1	\$1,400.00		3.60			
N34	M	10/06/12	10/06/12	Lt News Delay ABC Spo Late News Delayed	CM	1030-1105p-----S-	:30	1	\$900.00	2	3.30	NM	1	\$900.00
				NWS FOLO FTBL										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$900.00		3.30			
N36	M	10/05/12	10/05/12	M-F 1035-1102p Nightline	CM	1035-1102p----F--	:30	1	\$800.00	3	2.00	NM	1	\$800.00
				ABC-NITELINE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--				1	\$800.00		2.00			
N37	M	10/08/12	10/08/12	M-F 1035-1102p Nightline	CM	1035-1102pM-----	:30	1	\$800.00	3	2.00	NM	1	\$800.00
				ABC-NITELINE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$800.00		2.00			
N38	M	10/10/12	10/10/12	M-F 1035-1102p Nightline	CM	1035-1102p--W----	:30	1	\$800.00	3	2.00	NM	1	\$800.00
				ABC-NITELINE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----				1	\$800.00		2.00			
N39	M	10/07/12	10/07/12	Su 1105-1135p Sun 1105-1135p	CM	1105-1135p-----S	:30	1	\$600.00	1	1.80	NM	1	\$600.00
				ON RD-J DAVIS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S				1	\$600.00		1.80			
N40	M	10/08/12	10/08/12		CM	M-F 5-6aM-----	:30	1	\$500.00	2	0.00	NM	1	\$500.00

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KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 5-530a News															
M-F 5-6a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$500.00		0.00			
N41	M	10/08/12	10/08/12	M-F 430-5a News	CM	430-5a	M-----	:30	1	\$350.00	1	0.00	NM	1	\$350.00
M-F 430-5a News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$350.00		0.00			
													Totals	39	\$44,550.00